

## ABSTRACT

The present invention is directed to a device for releasing a volatile substance. The device includes a housing having an interior region, a volatile substance contained within the interior region, and the ability to controllably release the volatile substance from the housing. Such  
5   controllable release can be accomplished by the housing being substantially permeable to ambient air, yet substantially impermeable to the volatile substance contained within the interior region of the housing. Additionally, the invention contemplates the use of one or more porous plugs for diffusing the volatile substance therethrough and eventually into atmosphere in a vapor form. To assist such diffusion, the invention likewise contemplates the use of an electrochemical gas  
10   generating cell, a heating element and/or other features which allow air to controllably enter into the interior region of the housing.